

ARMING TEAMS WITH THE RIGHT DATA LEADS TO INCREASED SALES

○ SUMMARY:

Highly respected and highly sought out by locals in Dallas, Fort Worth, Irving, and Grand Prairie, Texas, Vandergriff Chevrolet has been selling cars since opening its first location in 1937. They work hard to sustain a legacy reaching back for more than 80 years as a leader in both automotive sales and customer satisfaction.

○ ABOUT VANDERGRIFF CHEVROLET:

Known for their Bucket Tours, where buyers visit each area of the dealership and meet the entire team, Vandergriff is committed to customer engagement. They are also a multi-year recipient of the *Chevrolet Mark of Excellence* and *Chevrolet Dealer of the Year Awards*.

○ THE CHALLENGE:

BDC Director Morgan Hall had never heard of automotiveMastermind (Mastermind). Previously, the dealership relied upon a variety of different internal tools, outdated systems, and technologies to mine their customer profiles. They routinely found themselves frustrated by the limited insight, until Morgan received a demonstration of Mastermind.

○ THE SOLUTION:

Vandergriff Chevrolet depends upon Mastermind to uncover prospects and close deals they would never have considered otherwise. Mastermind's dashboard delivers data-supported, customer-specific talk tracks their team relies upon to increase the volume of sales activity as well as the probability of sales conversions. Sorting customers according to their Behavior Prediction Scores (BPS) arms them with the data to make the right decisions in making prospecting calls or undertaking any conversations.

Even the skeptics among the team are impressed! Every Vandergriff Mastermind user describes themselves as more prepared for cold calls, and having more information at their disposal, building confidence in the sale.

THE RESULT: Morgan Hall, BDC Director, said...

- "Since going live with Mastermind, I actively track every deal. **We currently have a 50% sold to show ratio on Mastermind.**"
- Vandergriff incorporated automotiveMastermind into their entire retention process. They give newly-sold customers a call to assess their satisfaction, and remind them of their first service appointment. **They nurture long-term relationships with every sale.**
- Like **75% of our dealer partners who reclaim a minimum of 30 minutes per transaction** nationally, Vandergriff has seen significant time savings and has gained greater efficiencies since implementing Mastermind into their store.
- Their relationship with their Dealer Relations Manager Beth Northern is amazing. According to Morgan, "I don't normally connect with vendors. However, I appreciate Beth's knowledge, patience, and the way she supports the entire staff. She conducts one-on-one meetings regularly and is available to coach, share power-user tips and resources, whenever necessary."



Morgan Hall
BDC Director
Vandergriff Chevrolet

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